

ABSTRACT

A means of referring to a reference signal embedded in multi-color two-dimensional bar code (302) received from the Internet and optimizing the adjustment of colors of an output picture image. Furthermore, when the
5 recognition fails, the tint is readjusted by a feedback means and the recognition rate in portable terminal (303) is improved. This configuration improves the recognition rate of a picture image at the portable terminal of multi-color two-dimensional bar code (302) received from the Internet, and makes it possible to
10 transmit a large amount of data information from television to the portable terminal for a short time.